How to Win Friends and Influence People by Dale Carnegie



This Missouri lad who had once picked strawberries and cut cockleburs for five cents an hour became the highly paid trainer of the executives of large corporations in the art of self-expression.

This erstwhile cowboy who had once punched cattle and branded calves and ridden fences out in western South Dakota later went to London to put on shows under the patronage of the royal family.

This chap who was a total failure the first half-dozen times he tried to speak in public later became my personal manager. Much of my success has been due to training under Dale Carnegie.

Young Carnegie had to struggle for an education, for hard luck was always battering away at the old farm in northwest Missouri with a flying tackle and a body slam. Year after year, the "102" River rose and drowned the corn and swept away the hay. Season after season, the fat hogs sickened and died from cholera, the bottom fell out of the market for cattle and mules, and the bank threatened to foreclose the mortgage.

Sick with discouragement, the family sold out and bought another farm near the State Teachers' College at Warrensburg, Missouri.

Board and room could be had in town for a dollar a day, but young Carnegie couldn't afford it. So he stayed on the farm and commuted on horseback three miles to college each day. At home, he milked the cows, cut the wood, fed the hogs, and studied his Latin verbs by the light of a coal-oil lamp until his eyes blurred and he began to Nod. Even when he got to bed at midnight, he set the alarm for three o'clock. His father bred pedigreed Duroc-Jersey hogs - and there was danger, during the bitter cold nights, that the young pigs would freeze to death; so they were put in a basket, covered with a gunny sack, and set behind the kitchen stove. True to their nature, the pigs demanded a hot meal at 3 A.M. So when the alarm went off, Dale Carnegie crawled out of the

blankets, took the basket of pigs out to their mother, waited for them to nurse, and then brought them back to the warmth of the kitchen stove. There were six hundred students in State Teachers' College, and Dale Carnegie was one of the isolated half-dozen who couldn't afford to board in town. He was ashamed of the poverty that made it necessary for him to ride back to the farm and milk the cows every night. He was ashamed of his coat, which was too tight, and his trousers, which were too short. Rapidly developing an inferiority complex, he looked about for some shortcut to distinction. He soon saw that there were certain groups in college that enjoyed influence and prestige - the football and baseball players and the chaps who won the debating and public-speaking contests.

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DALE CARNEGIE